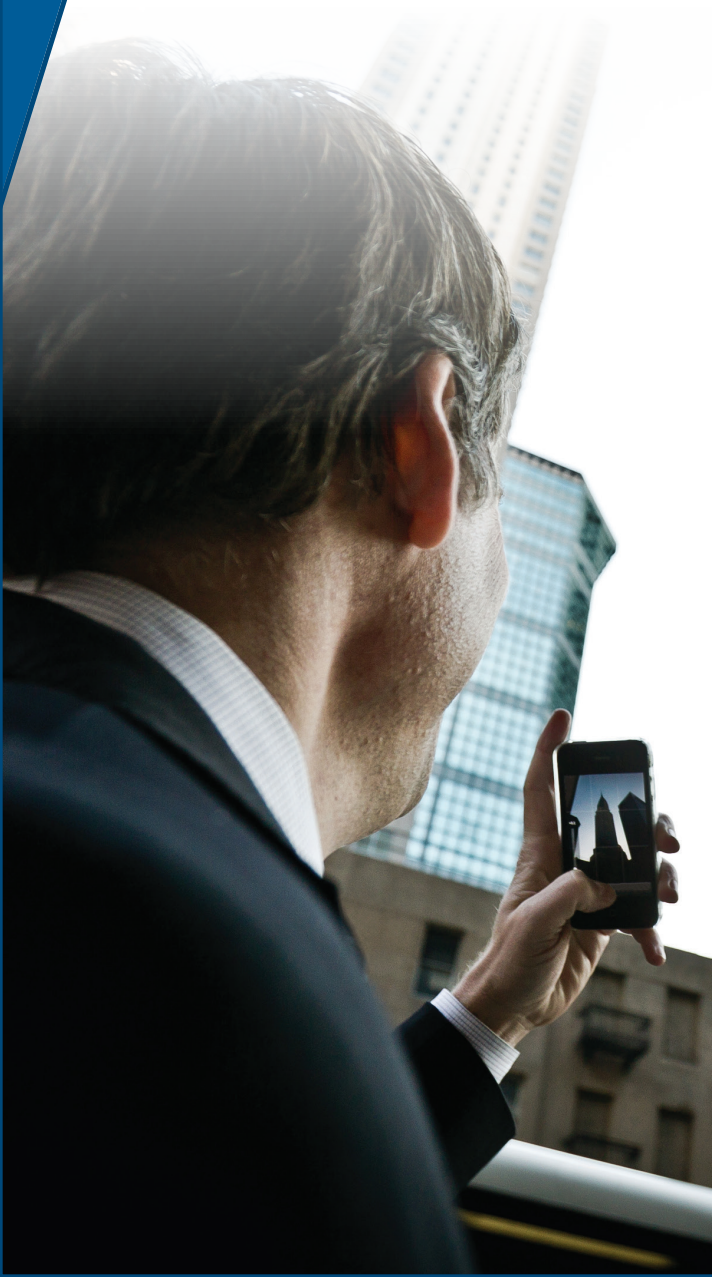


## UNIVERSAL CONNECTIVITY

As organizations turn to video conferencing and telepresence as a means to connect more effectively with customers, colleagues, partners and vendors, they are faced with a unique set of challenges. Network connectivity through ISDN, Internet Protocol (IP) or QoS enabled B2B networks using a wide variety of endpoints and devices can make the simple task of hosting a video meeting a daunting challenge.

Fortunately, today's collaboration technology enables high quality video meetings with participants using all types of input — traditional video conferencing equipment, audio systems, mobile devices, PCs via multiple network connections. How does it all connect to produce a successful conference? The answer is Universal Connectivity — seamless to the end user, but in reality a complex technical solution that can make a big difference in the quality of your meeting.

Universal Connectivity runs behind the scenes to efficiently manage access across multiple carrier networks, so input from various sources is translated into a format that allows participants to communicate with each other in a single meeting. Since your organization connects directly to the SPS VNOC, there is no need to maintain big network pipes as part of your internal infrastructure or worry about ISDN and public IP access. Our infrastructure is housed in a high security facility, safeguarding your network and data. Best of all, SPS's expertise in managing complex universal connectivity ensures your conference will be top quality every time.



**The Universal Connectivity Platform provides a number of key benefits:**

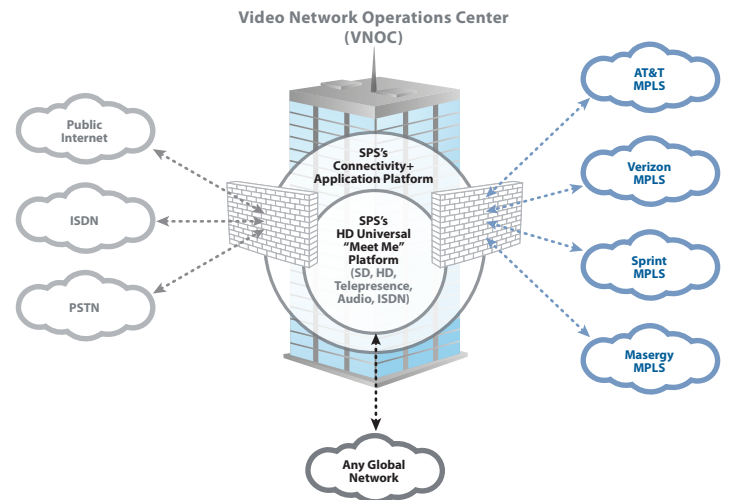
- / Access to reachable video systems on any of more than 600 global carriers
- / Fast, low cost activation (typically requires only a cross-connection to gain access)
- / Low monthly bandwidth costs (by leveraging existing bandwidth in place without the need for additional local loops)
- / Access to ClearVideo Bridging Service
- / A reliable, high quality video conferencing experience:
  - Via the use of redundant connections
  - By maintaining QoS tags when video traffic is routed back to customer's network
  - By over-provisioning the Platform's network to avoid congestion
- / Maintains network security for each customer by:
  - The use of VLANs and security policies to restrict access to other networks
  - The routing of all traffic through the MCUs (via static trusts)
  - The optional deployment of customer-specific firewalls
- / Easy and cost-effective scalability by leveraging existing bandwidth instead of requiring customer-specific local loops
- / Ability to leverage customer-owned infrastructure deployed within the customer premise or within SPS's video hosting center

**Video Network Operation Centers**

Staffed with certified and experienced video and network engineers, the VNOC is your silent partner for a successful conference. With locations in Hawthorne, CA, New York, NY and internationally in Toronto, Canada, Hong Kong, China and London, UK, our VNOCs handle the hundreds of unseen details that are critical to collaboration, coordinating calls, connecting all the participants, handling different networks and technologies and providing a watchful eye as the conference proceeds.

Universal Connectivity customers also receive 24/7/365 support from our video-centric help desk, staffed by people with years of experience deploying and managing video conferencing and telepresence solutions.

In addition to the below architecture, Universal Connectivity customers can also leverage their own video conferencing infrastructure (MCUs, gateways, etc.).



Contact us to learn more about

**UNIVERSAL CONNECTIVITY from SPS**

Contact SPS today at 888-777-7280 or visit [www.spscom.com](http://www.spscom.com).

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